

## **Maxeda stores get together to provide the Netherlands' largest programme of price reductions**

**Amsterdam – 9 October 2006 – A number of the Netherlands' best-known stores are today launching a nationwide discount campaign. De Bijenkorf, V&D, HEMA, Hunkemöller, M&S, Praxis and Formido have pooled their resources in order to enable their customers to benefit from reduced prices for a three-week period. Dixons and Dynabyte are also taking part. The co-operation of these stores makes the 'Kris Kras' campaign unique in the Netherlands.**

The discount campaign that is underway in all Maxeda stores follows a successful pilot in 2005, though that did not include De Bijenkorf and HEMA. The campaign is closely linked to Maxeda's strategic direction, in which a passion for customer service and cooperation play a central role. Whilst each chain of stores will retain its own brand name, identity and market positioning, efforts will be made from within Maxeda to utilise synergies between each of the stores.

Chris Roelofswaard, coordinator of the Kris Kras campaign explains: 'The idea behind it is that we can serve our customers even better by pooling our resources. Our "Passion to Serve" is not so much a statement but a true philosophy that is deeply embedded within our company. Customers are at the heart of all we do. The campaign also offers the opportunity to touch base with one another's customers in a simple and positive way. The synergies and power that Maxeda represents as a retailer are without precedent'. Each week, the various stores that make up Maxeda receive approximately 7 million visitors.

The Kris Kras campaign will run from 9 to 29 October 2006. Every customer that visits one of the stores will receive a free Kris Kras card at the cash desk. The customer can scratch open 5 of the 9 boxes on the card. The logo of one of the participating stores will appear under each of the boxes, along with a special offer, which could be for as much as 20%. The next time the customer makes a purchase, he or she then determines which offer to cash in. During the course of the campaign, 6 million Kris Kras scratch cards will be in circulation.

### **End of Press Release**

#### **Note for the editorial staff (not for publication):**

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#### **For more information, please contact**

Maxeda  
Corporate Communications  
Arnold Drijver  
Telefoon: +31 (0)20-5490433